

Molly Lawson

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Sent: Tuesday, April 20, 2021 2:32 PM
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Subject: City Events Minutes

City Events Committee Meeting
Monday April 19, 2021
City Hall Rm 24

Present: Ellen Schratz, Christopher Parada, Shari Shuster, Jason Mussachio, Heather Grimmer. Kyle Lamblazer

- Discussed the weekend of July 10th.
 - o Kyle Has everything in motion for the Garden Walk. He is already collaborating with the Kenan Center with their event for that weekend which is going to be the 100 American Craftsmen. Jessica Dittly had mentioned a collaboration with North Tonawanda but they have not been able to connect on that as of yet. Ellen will follow up with Jess.
 - o Jason and his wife Katie have offered to chair the Chalk Walk for that weekend. There was a lot of discussion about where to have the chalk drawings displayed. Ellen Will find out what parking lots are available from the city. There may be a mixture of sites around the city. Jason will keep us updated. Heather had chalk left from last year, but we should pay for it. We also have signs that we can use again.
 - o There is a farmers' market that weekend so we can find out what types for food will be available.
- Talked about the calendar on Discover Lockport. We talked about the need to push businesses and organizations to put their information on the calendar. Brian Smith is now updating the calendar and that seems to be working well.
- Jason purchased the rights to the domain name. Ilovelockport.com He intends to have a static page with many businesses on it that would have links to the businesses. It will also have a link to discover Lockport's calendar.
- Ellen explained her new role as the city liaison to Lockport Business Association. With the LBA she is trying to communicate with the businesses for everyone is informed of the city/town happenings.

If you would like to get the bimonthly newsletter, please send you email to Ellen. If you are already signed up as a city business check you spam folder for an email from lbamarketing.com
- Shari shared the new card that Cornerstone Arena is using to promote businesses with a QR code that arena patrons can scan and see your business. Contact the arena for more information.
- We talked a little about July 4th but didn't know what the city has planned. HLDC is having the dedication of the Lock Tenders on July 3rd.
- Discussed the benefits/disadvantages to shop small Saturdays. There is a feeling that those are hard to advertise where it benefits all of the businesses.- retail, entertainment and restaurants.
- Palace is reopening May 1st.